

COURSE OVERVIEW SS0885-3D
Event Management

Course Title

Event Management

Course Date/Venue

Session 1: September 20-22, 2026/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE

Session 2: December 13-15, 2026/Sur Meeting Room, Royal Tulip Muscat, Muscat, Oman



Course Reference

SS0885-3D



Course Duration/Credits

Three days/1.8 CEUs/18 PDHs

Course Description



70% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.



Events - big or small - are successful when they run smoothly, adequate resources are provided for the participants, and attendees' expectations are fully met. How many times have you been disappointed that there are too few / too many people, long queues for catering, nowhere to purchase a drink, insufficient lavatories provided, or nowhere to sit? When it comes to media coverage, the amount of publicity generated often does not necessarily depend upon high budget advertising. Working with the media can be rewarding for your organization and can often be done in a cost-effective way. Learn to maximize opportunities for coverage, through shrewd planning and coordination. The key to good event management is planning and preparing effectively, providing for contingencies, and having a flexible and adaptable approach.



During this interactive course, participants will learn the event manager, key planners and the classification of the event; the concept and design of event project life cycle and develop the concept; the analysis and logistics, feasibility and green of red light; the event proposal, commit resources, market and promote risk management; the programme, safety and crowd management of the event; the debrief, evaluate, sponsor and give feedback on post-event.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on event management
- Identify the event manager, key planners and the classification of the event
- Determine the concept and design of event project life cycle and develop the concept
- Define the analysis and logistics, the feasibility and identify if it is green or red light
- Carryout event proposal, commit resources, market and promote risk management
- Discuss the programme and implement the safety and crowd management of the event
- Debrief, evaluate, sponsor and give feedback on post-event

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

Who Should Attend

This course is designed to purchasing, procurement, supply management, or materials management agents, supervisors, managers, directors and vice-presidents. The course is also beneficial to those who make tactical decisions and develop strategies within the purchasing or supply management function.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

30% Theory

70% Practical Exercises, Case Studies, Engaging Slides/Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities, Ice Breaking Activities, Group Activities and E-learning associated with the course topic is preferred

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Learning Design & Customization


This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.


Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council for Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Ms. Sarah Henley Du Plessis, MEd, BTEC, BSc (Hons), BA (Hons), is a **Senior Management Consultant** with over **20 years** of extensive experience specializing in **Human Resource Management System, Recruitment & Selection, Assessment & Interviews, Training & Development, Training Needs & Delivery Methods, Performance Management Systems, Business Writing Skills, Writing Business Correspondence & Document Control, Writing Memos & Business Letters, Business & Technical Report Writing, Communication Skills, Business Communication Etiquette, Interpersonal Skills, Presentation Skills, Organisational & Leadership Skills, Coaching & Mentoring, Self & Personal Development, Creative Problem Solving, Performance Management, Conflict Management, Talent Management, Risk Management, Resource Management, Emotional Intelligence, Customer Service, Persuasion Techniques, Supervisory Skills, Public Relations & Corporate Communication, Strategic Planning & Creative Thinking, Human Resource Management, Performance Assessment & Appraisal, Contract Management, Negotiation Skills, Tendering & Bidding, Sourcing & Vendor Management, Service Level Agreements, Purchasing Skills, Supply Chain Management and Logistics & Transportation.** She is currently the **Business Skills Trainer** working internationally across **Europe, Middle East, America and Asia.**

During her career, Ms. Sarah has held various significant positions and dedication both in academic and industrial as the **Divisional Purchasing Manager, Human Resource Manager, Services Buyer Manager, Category Manager, Senior Consultant/Lecturer, Business Skills Instructor, English Teacher, Business English Trainer, English Tutor, Assistant National Park Ranger, Production & Project Buyer, Call Centre Agent, Customer Services Agent and Accounts Assistant** from various companies and institutions like the **University of York, Melton College, Inlingua, Field First Cartons, Schneider Electric Ltd, Armitage Bros. Plc, Ryder Systemcare, Denby Pottery and Torrington.**

Ms. Sarah has a **Master** degree in **Education (Applied Linguistics)**, **Bachelors** degree (with **Honours**) in **Natural Sciences** and in **Business Administration & Enterprise** from the **Open University** and the **University of Central England, UK**, respectively. Further, she holds a **Professional Graduate Certificate in Education (PGCE)** from the **University of Northumbria**, a **Graduate Diploma** from the **Chartered Institute of Purchasing and Supply (CIPS)** and a **BTEC Advanced Certificate in Supervision of Biological Surveys** from the **GUI**. Moreover, she is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)** and a **Certified CELTA Level 4 Instructor**. She also delivered numerous trainings, courses, seminars and conferences internationally.

Course Fee

US\$ 3,750 per Delegate + **VAT**. This rate includes H-STK® (Howard Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0930	The Event Manager
0930 – 0945	Break
0945 – 1100	Identifying Key Players
1100 – 1230	Classification of Events
1230 – 1245	Break
1245 – 1420	Event Project Life Cycle Pre-Event - Concept & Design
1420 – 1430	Recap
1430	Lunch & End of Day One

Day 2

0730 – 0900	Event Project Life Cycle (cont'd) Developing the Concept • Analysis & Logistics
0900 – 0915	Break
0915 – 1100	Event Project Life Cycle (cont'd) Feasibility-Green or Red Light? • Event Proposal
1100 – 1230	Event Project Life Cycle (cont'd) The Planning Process • Committing Resources
1230 – 1245	Break
1245 – 1420	Event Project Life Cycle (cont'd) Budget & Financial Management • Permits, Licenses & Sponsorships
1420 – 1430	Recap
1430	Lunch & End of Day Two

Day 3

0730 – 0930	Event Project Life Cycle (cont'd) Marketing & Promotion • Risk Management
0930 – 0945	Break
0945 – 1100	The Event The Programme
1100 – 1215	The Event (cont'd) Management of the Event • Safety Crowd Management
1215 – 1230	Break

1230 - 1300	Post-Event (cont'd) <i>Debriefing & Evaluation Report • Sponsors & Media Feedback</i>
1300 - 1315	Course Conclusion
1315 - 1415	POST-TEST
1415 - 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions

70% of this highly-interactive course is practical sessions. Theory learnt (30%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

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